

Message Text

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SUBJECT: USDOC EXPORT PROMOTION ADVISORY SERVICES

REFERENCES: LA PAZ 9507, STATE 285037, STATE 196223

1. WE SHARE YOUR CONCERN THAT THE SECRETARY'S OFFER OF DEPARTMENT OF COMMERCE EXPORT PROMOTION ADVISORY SERVICES RESULT IN MEANINGFUL ASSISTANCE TO LATIN AMERICAN COUNTRIES THAT CAN BENEFIT FROM USDOC "ADVISORY SERVICES." WE REQUESTED INFORMAL CONSULTATIONS WITH HOST GOVERNMENT OFFICIALS IN ORDER TO START A DIALOGUE WITHOUT RAISING UNREALISTIC EXPECTATIONS. LIMITATIONS FOR USDOC ARE NOT ONLY BUDGETARY BUT ALSO THE FACT USDOC DOES NOT CLAIM EXPERTISE IN ALL AREAS OF INTEREST TO THE LATINS. NEVERTHELESS, IT APPEARS THAT MANY LATIN AMERICAN EXPORT PROMOTION AGENCIES WILL BE ABLE TO BENEFIT FROM THE KINDS OF INTERCHANGE WITH USDOC DESCRIBED IN STATE REFTELS.

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2. STATE 285037 WAS SENT TO ALL POSTS IN ORDER TO PROVIDE FURTHER BACKGROUND AND COMMENTARY ON THE TYPES OF ASSISTANCE THAT SEVERAL LATIN AMERICAN OFFICIALS HAD INDICATED WOULD BE USEFUL. AS INDICATED IN PARA 9, A FEW OF THE UNIQUE REQUESTS, INCLUDING SOME FROM LA PAZ, WERE NOT ADDRESSED IN THIS TELEGRAM.

3. TO BE SPECIFIC, SEVERAL LATIN OFFICIALS ASKED ABOUT TRAINING WITH USDOC IN WASHINGTON, RANGING FROM A TYPE OF "INTERNSHIP" TO SHORT-TERM TRAINING SUCH AS IN MARKET RESEARCH TECHNIQUES. WHAT IS OFFERED IN PARA 2 OF STATE 285037 COVERS BOTH TYPES OF TRAINING. OFFERING LATIN AMERICAN OFFICIALS THE SAME INTRODUCTION TO USDOC/OIM PROGRAMS THAT ITS OWN NEW EMPLOYEES RECEIVE IS, WE BELIEVE, AN OPPORTUNITY OF CONSIDERABLE POTENTIAL BENEFIT. ON THE JOB TRAINING, UNDER EXPERIENCED GUIDANCE, MUST INCLUDE A WORK ELEMENT OR LEARNING WILL BE SUPERFICIAL AT BEST. INDIVIDUAL TRAINEES WOULD WORK IN OFFICES THAT SUIT THEIR NEEDS, NOT USDOC'S.

4. LA PAZ CAN BE VISITED BY A USDOC OFFICER WHO IS IN THE REGION FOR OTHER PROGRAM PURPOSES. THE SAO PAULO TRADE CENTER MAY GENERATE CONSIDERABLE TRAVEL IN ITSELF. TRADE MISSIONS OFFER ANOTHER OPPORTUNITY TO DRAW ON USDOC EXPERTISE, EITHER FOR CONSULTATIONS WITH BOLIVIAN EXPORT PROMOTION OFFICIALS OR TO PARTICIPATE IN A BOLIVIAN EXPORT PROMOTION MEETING. YOU WILL RECEIVE SHORTLY A 1977 EVENT SCHEDULE IN LATIN AMERICA AS A GUIDE TO USDOC/OIM TRAVEL THAT COULD HELP SHAPE SPECIFIC REQUESTS FOR A STOPOVER IN LA PAZ.

5. THE BOLIVIAN REQUESTS IN LA PAZ 5957 AND 7965 FOR A THREE-WEEK COURSE AND A WEEK-LONG SEMINAR INVOLVING SPEAKERS FROM OTHER LATIN AMERICAN COUNTRIES EXCEED THE POSSIBILITIES UNDER A NON-BUDGETED OFFER OF "TECHNICAL ADVICE ON PROMOTION TECHNIQUES AND PERSONNEL TRAINING."
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USDOC OFFICIALS CAN, HOWEVER, BE SCHEDULED TO PARTICIPATE IN SEMINARS ORGANIZED BY THE GOB AND/OR THE EMBASSY, UNDER TRAVEL ARRANGEMENTS AS DESCRIBED IN PARA 4.

EMBASSY CARACAS, AS AN EXAMPLE, WAS CO-SPONSOR EARLIER THIS YEAR OF AN EXPORT PROMOTION SEMINAR TO WHICH BOTH COMMERCE AND STATE PROVIDED A SPEAKER. THE AID MISSION MAY BE ABLE TO SUPPORT A SIMILAR EFFORT IN LA PAZ.

6. USDOC IS NOT EQUIPPED TO PROVIDE EXPERT ADVICE ON SECTORS AND OPPORTUNITIES IN THE US MARKET OR ON DEVELOPING SPECIALTY WOOD PRODUCTS FOR THE FURNITURE INDUSTRY. HOWEVER, MR. AGUIRRE MAY WANT TO WRITE TO THE FOLLOWING ORGANIZATIONS THAT DO HAVE RELEVANT TECHNICAL EXPERTISE AND MIGHT BE ABLE TO PROVIDE ADVICE OR CONTACTS INTERESTED IN BOLIVIAN SPECIALTY WOOD PRODUCTS:

A. JOHN HART, MANAGER, EXTENSION SERVICE, SCHOOL OF

ENGINEERING, INDUSTRIAL EXTENSION SERVICE, NORTH CAROLINA

STATE UNIVERSITY, P.O. BOX 5506, RALEIGH, NORTH CAROLINA 27607. THE UNIVERSITY'S EXTENSION SERVICES INCLUDE ADVICE ON NEW PRODUCT DEVELOPMENT AND THE FURNITURE INDUSTRY IS ONE OF ITS STRONG FIELDS.

B. DOUGLAS KERR, EXECUTIVE VICE PRESIDENT, SOUTHERN FURNITURE MANUFACTURERS ASSOCIATION, P.O. BOX 2436, HIGH POINT, NORTH CAROLINA 27261. THIS IS THE LARGEST FURNITURE MANUFACTURERS TRADE ASSOCIATION IN THE U.S.

7. WE HAVE BEEN IN TOUCH WITH THE NEW YORK COFFEE AND SUGAR EXCHANGE TO SEE IF IT COULD OFFER ADVISORY SERVICES TO THE BOLIVIAN SUGAR INSTITUTE. WITHOUT COMMITMENT TO ANY SPECIFIC SERVICES, THAT ORGANIZATION WOULD BE VERY PLEASED TO ESTABLISH CONTACT WITH THE BOLIVIAN
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SUGAR INSTITUTE. THE EXCHANGE IS WILLING TO PROVIDE ADVICE AND BACKGROUND INFORMATION ON BOTH ITS SPOT AND FUTURES BUYING AND SELLING OPERATIONS AND ON ITS SEPARATE CLEARING HOUSE FUNCTIONS, AND WOULD LOOK FORWARD TO ARRANGING HIGH LEVEL MEETINGS AND BRIEFINGS FOR BOLIVIAN SUGAR INSTITUTE OFFICIALS SHOULD A VISIT TO NEW YORK BE POSSIBLE. THE CONTACT IS R. ANDREW MURRAY, DIRECTOR OF MEMBER SERVICES, NEW YORK COFFEE AND SUGAR EXCHANGE, 79 PINE STREET, NEW YORK, NEW YORK 10005, TELEPHONE (212) 422-1819. THIS IS THE ONLY SUGAR EXCHANGE IN THE UNITED STATES.

8. ANOTHER ORGANIZATION CONTACTED WOULD ALSO BE DELIGHTED TO COOPERATE WITH THE BOLIVIAN SUGAR INSTITUTE, PERHAPS ON THE EXCHANGE OF INFORMATION AND SERVICES-- COMMODITY NEWS SERVICE, WORLD TRADE CENTER, BUILDING 2, ROOM 2224, NEW YORK, NEW YORK 10048. THE CONTACT IS SALLY SMYTH, SUGAR SPECIALIST, TELEPHONE (212) 432-5660. THIS ORGANIZATION PUBLISHES COMMODITY NEWSLETTERS AND PROVIDES TELETYPE WIRE SERVICES ON COMMODITY MARKET DEVELOPMENTS. MS. SMYTH HOPES TO HEAR FROM THE BOLIVIAN SUGAR INSTITUTE TO DETERMINE WHAT KINDS OF ADVICE OR ASSISTANCE MIGHT BE OFFERED.
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